



WSYX Columbus  
1261 Dublin Rd  
Columbus, OH 43215

Strategic Media Placement  
7669 Stagers Loop  
Delaware, OH 43015

## Contract # 1370490

**Schedule Dates** 09/12/12-09/25/12  
**Advertiser** Josh Mandel OH US Senate-R (71581)  
**Agency** Strategic Media Placement (6694)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** 2680 9/12-9/25/12 (472578)  
**Salesperson** HOUSE-COLUMBUS, W5YX/WTTE/ESYX/WWHO (1  
**Sales Office** W5YX/WTTE/ESYX/WWHO  
**Buyer Name** Eversol, Whitney  
**Phone/Fax** (740) 201-5500 / (740) 201-5502  
**CPE** 2680  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments**

**Date Entered** 09/11/12  
**Last Modified** 09/11/12  
**Entered By** Lorle Luthman  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,552.50  
**Net Total** \$42,797.50  
**Sales Tax**

## Columbus (WSYX)

| By Broadcast Month  | Spots     | Rate               |
|---------------------|-----------|--------------------|
| Sep. 2012           | 64        | \$50,350.00        |
| <b>Grand Total:</b> | <b>64</b> | <b>\$50,350.00</b> |

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times           | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate        | Total       | Station         | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|---------------------|-----|----|----|----|----|----|----|----|-------|-------------|-------------|-----------------|----------|---------|
| 1.0  | Normal Line / Football         | 09/15/12-09/15/12 | 4   | :30    | 11:58A- 3:30P (EST) | 1   |    |    |    |    |    | X  |    | 1     | \$16,000.00 | \$16,000.00 | Columbus (WSYX) | osu      | 9/11/12 |
| 2.0  | Normal Line / SPOT             | 09/12/12-09/14/12 | 2   | :30    | 5:58A- 6:57A (EST)  |     |    |    | 1  | 1  | 1  |    |    | 3     | \$300.00    | \$900.00    | Columbus (WSYX) |          | 9/11/12 |
| 3.0  | Normal Line / SPOT             | 09/17/12-09/21/12 | 2   | :30    | 5:58A- 6:57A (EST)  |     | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$300.00    | \$1,500.00  | Columbus (WSYX) |          | 9/11/12 |
| 4.0  | Normal Line / SPOT             | 09/24/12-09/25/12 | 2   | :30    | 5:58A- 6:57A (EST)  |     | 1  | 1  |    |    |    |    |    | 2     | \$300.00    | \$600.00    | Columbus (WSYX) |          | 9/11/12 |
| 5.0  | Normal Line / SPOT             | 09/25/12-09/25/12 | 2   | :30    | 6:58A- 8A (EST)     | 1   |    | X  |    |    |    |    |    | 1     | \$300.00    | \$300.00    | Columbus (WSYX) |          | 9/11/12 |
| 6.0  | Normal Line / SPOT             | 09/12/12-09/13/12 | 2   | :30    | 6:58A- 8A (EST)     |     |    |    | 1  | 1  |    |    |    | 2     | \$300.00    | \$600.00    | Columbus (WSYX) |          | 9/11/12 |
| 7.0  | Normal Line / SPOT             | 09/18/12-09/21/12 | 2   | :30    | 6:58A- 8A (EST)     |     |    | 1  | 1  |    | 1  |    |    | 3     | \$300.00    | \$900.00    | Columbus (WSYX) |          | 9/11/12 |
| 8.0  | Normal Line / SPOT             | 09/16/12-09/23/12 | 2   | :30    | 7:58A- 9A (EST)     | 1   |    |    |    |    |    |    | X  | 2     | \$300.00    | \$600.00    | Columbus (WSYX) |          | 9/11/12 |
| 9.0  | Normal Line / SPOT             | 09/12/12-09/13/12 | 2   | :30    | 4P- 4:30P (EST)     |     |    |    | 1  | 1  |    |    |    | 2     | \$350.00    | \$700.00    | Columbus (WSYX) |          | 9/11/12 |
| 10.0 | Normal Line / SPOT             | 09/13/12-09/14/12 | 2   | :30    | 4:30P- 5P (EST)     |     |    |    |    | 1  | 1  |    |    | 2     | \$350.00    | \$700.00    | Columbus (WSYX) |          | 9/11/12 |
| 11.0 | Normal Line / SPOT             | 09/17/12-09/21/12 | 2   | :30    | 4P- 4:30P (EST)     |     | 1  | 1  |    | 1  | 1  |    |    | 4     | \$350.00    | \$1,400.00  | Columbus (WSYX) |          | 9/11/12 |
| 12.0 | Normal Line / SPOT             | 09/24/12-09/25/12 | 2   | :30    | 4P- 4:30P (EST)     |     | 1  | 1  |    |    |    |    |    | 2     | \$350.00    | \$700.00    | Columbus (WSYX) |          | 9/11/12 |
| 13.0 | Normal Line / SPOT             | 09/18/12-09/19/12 | 2   | :30    | 4:30P- 5P (EST)     |     |    | 1  | 1  |    |    |    |    | 2     | \$350.00    | \$700.00    | Columbus (WSYX) |          | 9/11/12 |
| 14.0 | Normal Line / SPOT             | 09/24/12-09/24/12 | 2   | :30    | 4:30P- 5P (EST)     | 1   | X  |    |    |    |    |    |    | 1     | \$350.00    | \$350.00    | Columbus (WSYX) |          | 9/11/12 |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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|------|--------------------------------|-------------------|-----|--------|---------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-----------------|----------|---------|
| 15.0 | Normal Line / SPOT             | 09/12/12-09/14/12 | 2   | :30    | 5:30P- 6P (EST)     |     |    |    | 1  | 1  | 1  |    |    | 3     | \$500.00   | \$1,500.00 | Columbus (WSYX) |          | 9/11/12 |
| 16.0 | Normal Line / SPOT             | 09/17/12-09/21/12 | 2   | :30    | 5:30P- 6P (EST)     |     | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$500.00   | \$2,500.00 | Columbus (WSYX) |          | 9/11/12 |
| 17.0 | Normal Line / SPOT             | 09/25/12-09/25/12 | 2   | :30    | 5:30P- 6P (EST)     | 1   |    | X  |    |    |    |    |    | 1     | \$500.00   | \$500.00   | Columbus (WSYX) |          | 9/11/12 |
| 18.0 | Normal Line / SPOT             | 09/12/12-09/14/12 | 2   | :30    | 6P- 6:30P (EST)     |     |    |    | 1  | 1  | 1  |    |    | 3     | \$500.00   | \$1,500.00 | Columbus (WSYX) |          | 9/11/12 |
| 19.0 | Normal Line / SPOT             | 09/17/12-09/21/12 | 2   | :30    | 6P- 6:30P (EST)     |     | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$500.00   | \$2,500.00 | Columbus (WSYX) |          | 9/11/12 |
| 20.0 | Normal Line / SPOT             | 09/24/12-09/25/12 | 2   | :30    | 6P- 6:30P (EST)     |     | 1  | 1  |    |    |    |    |    | 2     | \$500.00   | \$1,000.00 | Columbus (WSYX) |          | 9/11/12 |
| 21.0 | Normal Line / SPOT             | 09/16/12-09/23/12 | 2   | :30    | 5:58P- 6:30P (EST)  | 1   |    |    |    |    |    |    | X  | 2     | \$500.00   | \$1,000.00 | Columbus (WSYX) |          | 9/11/12 |
| 22.0 | Normal Line / SPOT             | 09/12/12-09/14/12 | 2   | :30    | 7:30P- 7:56P (EST)  |     |    |    | 1  | 1  | 1  |    |    | 3     | \$600.00   | \$1,800.00 | Columbus (WSYX) |          | 9/11/12 |
| 23.0 | Normal Line / SPOT             | 09/17/12-09/20/12 | 2   | :30    | 7:30P- 7:56P (EST)  |     | 1  | 1  | 1  | 1  |    |    |    | 4     | \$600.00   | \$2,400.00 | Columbus (WSYX) |          | 9/11/12 |
| 24.0 | Normal Line / SPOT             | 09/24/12-09/25/12 | 2   | :30    | 7:30P- 7:56P (EST)  |     | 1  | 1  |    |    |    |    |    | 2     | \$600.00   | \$1,200.00 | Columbus (WSYX) |          | 9/11/12 |
| 25.0 | Normal Line / Football         | 09/22/12-09/22/12 | 2   | :30    | 7:58P- 11:30P (EST) | 1   |    |    |    |    |    | X  |    | 1     | \$4,000.00 | \$4,000.00 | Columbus (WSYX) |          | 9/11/12 |
| 26.0 | Normal Line / Prime Premium    | 09/24/12-09/24/12 | 2   | :30    | 7:58P- 10P (EST)    | 1   | X  |    |    |    |    |    |    | 1     | \$4,500.00 | \$4,500.00 | Columbus (WSYX) | dancing  | 9/11/12 |

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Accepted-Agency/Advertiser:

Date:

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Comments: